

Rep Order# 7907041 Ver# 10 Status Returned  
EC'd Yes

Printed: 10/16/2012 8:59 AM  
Last Received: 09/25/2012 10:54 AM  
1 of 7

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MA  
Product LOVE/CD4/R  
Estimate# C23C29  
Buyer Patricia Dome  
Phone# Far#

Showing Buylines: All Lines

Agency	( ) SMART MEDIA GROUP 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314	Rep Firm Sales Office ( ) Salesperson ( )	WASHINGTON ) JAMIE ANDRUS
Agency C/P/I/P/E	LOVE/ORDR/C23/C29	Salesperson Phone#	202-872-1155
Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#	
Hiatus Weeks			

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 0-117 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER. KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

pls see new na's on lms 54 & 67, plus orig na's sent on  
Previous version 8 on 10/11.

pls advise if we should move ahead with mad pls

and I will start on it.

Thanks so much for all of your help on this one!!

100 eat lunch ladies

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10

Rep Order# 7907041 Ver# 10 Status Returned  
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Traffic Order# 25100  
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Station	KSL-TV SALT LAKE CITY	Agency	( ) SMART MEDIA GROUP	Rep Firm	10/16/2012 8:59 AM
Advertiser	( ) LOVE, MIA	Sales Office	( ) WASHINGTON	Salesperson	09/25/2012 10:54 AM
Product	LOVE/CD4/R	Salesperson	( ) JAMIE ANDRUS	Salesperson Phone#	Showing Buylines: All Lines
Estimate#	C23C29	Salesperson Fax#	202-872-1155	Total Spots	-----
Buyer	Patricia Dome	Flight Dates	10/23/2012 - 10/29/2012	-----	4
Phone#	Fax#	Hiatus Weeks	-----	-----	-----
13	M	STUDIO 5	11A-12P	:30	10/29-10/29
Rating: 1.1					1
14	TU-W	NEWS @ NOON	12P-1P	:30	10/23-10/24
Rating: 2.1					2
		Buyline Comment: 1/DAY			
16	M	NEWS @ NOON	12P-1P	:30	10/29-10/29
Rating: 2.1					1
17	W-F	DAYS OF OUR LIVES	2P-3P	:30	10/24-10/26
Rating: 1.1					3
		Buyline Comment: 1/DAY			
20	M	DAYS OF OUR LIVES	2P-3P	:30	10/29-10/29
Rating: 1.1					1
21	TU-TH	DR. PHIL	3P-4P	:30	10/23-10/25
Rating: 1.1					3
		Buyline Comment: 1/DAY			
24	M	DR. PHIL	3P-4P	:30	10/29-10/29
Rating: 1.1					1
25	SU	SUNDAY EDITION	9A-930A	:30	10/28-10/28
Rating: 1.7					1
26	SU	MUSIC & SPOKEN	930A-10A	:30	10/28-10/28
Rating: 5.4					1



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Station	KSL-TV SALT LAKE CITY	Agency	( ) SMART MEDIA GROUP	Rep Firm	( ) WASHINGTON	Printed:	10/16/2012 8:59 AM
Advertiser	( ) LOVE, MIA	814 KING ST, SUITE 400	Sales Office ( )	Salesperson ( )	JAMIE ANDRUS	Last Received:	09/25/2012 10:54 AM
Product	LOVE/CD4/R	ALEXANDRIA, VA 22314					
Estimate#	C23C29	Agency C/P1/P2/E	LOVE/ORDR/C23C29	Salesperson Phone#	202-872-1155		
Buyer	Patricia Dome	Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#			
Phone#		Hiatus Weeks					
Fax#							
In	Day	Program	Time	Len	Dates	Spots/Week	Total Spots
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*47	TU-F	TODAY	8A-9A	:30	10/23-10/26	4	4
Rating:	2.0	Buyline Comment: 1/DAY					
		Station Remark: V10 10/24 na, rate to clear \$700					
51	M	TODAY	8A-9A	:30	10/29-10/29	1	1
		Rating: 2.0					
52	SU	TODAY	7A-8A	:30	10/28-10/28	1	1
		Rating: 1.5					
53	SU	MEET THE PRESS	8A-9A	:30	10/28-10/28	1	1
		Rating: 2.2					
*54	TU,TH-F	NEWS @ 5P	5P-530P	:30	10/23-10/26	3	3
		Rating: 3.6	Buyline Comment: 1/DAY				
		Station Remark: V10 3x na need \$875 to clear					
57	M	NEWS @ 5P	5P-530P	:30	10/29-10/29	1	1
		Rating: 3.6					
*58	TU-F	NEWS @ 6P	6P-630P	:30	10/23-10/26	4	4
		Rating: 4.2	Buyline Comment: 1/DAY				
		Station Remark: V10 4x na, rate to clear \$1300					
62	TU-W	KSL 5 NWS-6:30	630P-7P	:30	10/23-10/24	2	2
		Rating: 3.7	Buyline Comment: 1/DAY				
64	M	KSL 5 NWS-6:30	630P-7P	:30	10/29-10/29	1	1
		Rating: 3.7					

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Advertiser	( ) LOVE, MIA	814 KING ST, SUITE 400	Sales Office ( )	JAMIE ANDRUS	09/25/2012 10:54 AM	Last Received:
Product	LOVE/CD4/R	ALEXANDRIA, VA 22314	Salesperson ( )			Showing Buylines: All Lines
Estimate#	C23C29	Agency C/P1/P2/E	LOVE/ORDR/C23C29	Salesperson Phone#	202-872-1155	
Buyer	Patricia Dome	Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#		
Phone#		Hiatus Weeks				
Fax#						
In	Day	Program	Time	Len	Dates	Total Spots
---	---	---	---	---	---	---
65	SA	6PM NEWS	6P-630P	:30	10/27-10/27	1
						1
Rating:	3.6					
66	SU	NEWS	4P-430P	:30	10/28-10/28	1
						1
Rating:	1.6					
*67	TU-TH	TONIGHT SHOW	1035P-1135P	:30	10/23-10/25	3
						3
Rating:	4.2					
70	M	TONIGHT SHOW	1035P-1135P	:30	10/29-10/29	1
						1
Rating:	4.2					
*71	W-TH	LATE NIGHT	1135P-1235A	:30	10/24-10/25	2
						2
Rating:	1.9					
73	M	LATE NIGHT	1135P-1235A	:30	10/29-10/29	1
						1
Rating:	1.9					
74	SA	SPORTSBEST	1035P-1105P	:30	10/27-10/27	1
						1
Rating:	2.8					
*75	TU-W,F	10 P NEWS	10P-1035P	:30	10/23-10/26	3
						3
Rating:	7.3					
78	M	Buyline Comment: 1/DAY	10P-1035P	:30	10/29-10/29	1
		Station Remark: V10 3x na, rate to clear \$3000				
Rating:	7.3					
79	SA	Buyline Comment: 1/DAY	10P-1035P	:30	10/27-10/27	1
		Station Remark: V10 3x na, rate to clear \$3000				
Rating:	5.6					

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Advertiser	{ ) LOVE, MIA		814 KING ST, SUITE 400	Sales Office	( )				
Product	LOVE/CD4/R		ALEXANDRIA, VA 22314	Salesperson	{ )	JAMIE ANDRUS			
Estimate#	C23C29	Agency C/P1/P2/E	LOVE/ORDR/C23C29	Salesperson Phone#		202-872-1155			
Buyer	Patricia Dome	Flight Dates	10/23/2012 - 10/29/2012	Salesperson FAX#					
Phone#		Hiatus Weeks							
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Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total	Spots
---	---	---	---	---	---	---	---	---	---
*80	SU	NEWS	10P-1035P	:30	10/28-10/28	1	\$900.00	1	
Rating:	7.3	Station Remark:	V10 1x na, rate to clear \$3000						
*81	F	GAME NIGHT LIVE	630P-7P	:30	10/26-10/26	1	\$120.00	1	
Rating:	2.4	Station Remark:	V10 1x na, rate to clear \$500						
82	SA	GAME NIGHT LIVE	630P-7P	:30	10/27-10/27	1	\$30.00	1	
Rating:	2.9	Station Remark:	V10 1x na, rate to clear \$500						
83	M	REVOLUTION	9P-10P	:30	10/29-10/29	1	\$600.00	1	
Rating:	4.3	Station Remark:	V10 1x na, rate to clear \$6500						
*84	TU	THE VOICE	7P-8P	:30	10/23-10/23	1	\$850.00	1	
Rating:	5.3	Station Remark:	V10 1x na, rate to clear \$6500						
85	W	CHICAGO FIRE	9P-10P	:30	10/24-10/24	1	\$400.00	1	
Rating:	6.1	Station Remark:	V10 1x na, rate to clear \$5200						
86	F	WHITNEY/COMM	7P-8P	:30	10/26-10/26	1	\$550.00	1	
Rating:	5.8	Station Remark:	V10 1x na, rate to clear \$5200						
*87	SU	SUNDAY NIGHT FB	615P-930P	:30	10/28-10/28	1	\$1,000.00	1	
Rating:	5.7	Station Remark:	V10 1x na, rate to clear \$5200						

—REPORT TOTALS—

Report Totals: 87 / \$16,315.00

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	814 KING ST, SUITE 400
	ALEXANDRIA, VA 22314
Agency C/P1/P2/E	LOVE/ORDR/C23C29
Flight Dates	10/23/2012 - 10/29/2012
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Station	KSL-TV SALT LAKE CITY
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Phone#	
Fax#	

**--SALES MONTHLY TOTALS--**

Oct 12: 70 / \$13,270.00

Sales Totals: 87 / \$16,315.00

Station Totals: 87 / \$16,315.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

**--COMPETITIVE--**

Market Totals

\$81,575

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	ALEXANDRIA, VA 22314
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Flight Dates	10/23/2012 - 10/29/2012
Hiatus Weeks	

Rep Firm	( ) WASHINGTON
Sales Office	( ) JAMIE ANDRUS
Salesperson	{ }
Salesperson Phone#	202-872-1155
Salesperson FAX#	

Books	null
Demos	RA35+